



### **ARTIST ARCHETYPE FORM**

Please fill in the form below: Rank from 1,2,3... up to 12.  
1 being the most appropriate choice for your brand,  
and 12 would be the worst.

**1. You're brainstorming a tagline for your band.**

**Which of the following aligns most with your mission? (1-12)**

"Saving the day"	
"Transforming lives"	
"The world is your playground"	
"Where imagination is the only limit"	
"Some ask why. We ask, 'why not?'"	
"Heart to heart"	
"Knowledge is power"	
"The real deal — for real people"	
"Forging the path ahead"	
"The world as it should be"	
"Number one. Period."	
"Making our community a safer place"	

**2. What is the greatest strength of your band? (1-12)**

Creativity	
Passion	
Fearlessness	
Wisdom and intelligence	
Compassion and generosity	
Responsibility and leadership	
Ambition	
Courage	
Sincerity	
Faith and optimism	
Joy	
Finding win-win outcomes	

### 3. What would be the worst thing for your band? (1-12)

Being seen as irrelevant or boring; blending in	
Producing mediocre music just to make sales, instead of focusing on quality and significance	
Losing the affection of our fans; feeling unloved or unsupported	
Being perceived as 'too corporate' or out of touch with our fans	
The possibility of having to give up / quit / shut down	
Getting caught doing something immoral or questionable.	
Being perceived as selfish – putting people last	
Being beaten by a competitor	
Losing significance or influence to those who look up to us	
Being trapped in the old way of doing things, never innovating	
Our music not getting the results we anticipated	
Making uninformed decisions or providing faulty information	

**4. In five years, how will you have measured success? (1-12)**

Created something fun and positive to counteract all of the the negativity in the world.	
Created something of enduring value that has influenced society/culture.	
Developed strong relationships with our fans and helped create bonds between people.	
Uncovered new insight on a better way of doing things.	
Restored a little piece of paradise to earth	
Have forged a common link throughout diverse communities.	
Helped a group of people who were unable to help themselves, even though it was an uphill battle.	
Created a revolution, turned the music industry on its head by changing what wasn't working.	
Have made people's dreams come true.	
By the number of people we have helped live better lives, through giving something of ourselves.	
By becoming a household name in our genre.	
Market dominance; greater prosperity	

**5. If you were a company, which of your employees would be most likely to win Employee of the Year? (1-12)**

The charismatic one that inspires others to be their best	
The one who is disciplined, focused, and doesn't back down from tough decisions	
The one who goes beyond call of duty (staying late without pay, providing exceptional customer service, etc)	
The one who manages to resolve conflicts and solve disputes by finding a common ground	
The one whose diligent research and insight led to a 3x increase in profits	
The politically incorrect one that makes you think about things differently	
The one with an uncanny ability to innovate and create new things	
The fun-loving employee who always sparks great brainstorming sessions with their clever ideas	
The one who is always punctual, loyal, and has dependable output	
The passionate one who is able to really connect to the vision and to others	
The one who always steps up and takes charge, juggling a number of important responsibilities well	
The one who is proactive, expresses individuality / uniqueness, and questions the status quo	

## 6. What is your strategy for success? (1-12)

Follow our passion and form real relationships with our fans.	
No rush decisions. We follow the data and make smart choices along the way.	
It's all about effective leadership. Success starts from the top.	
Be kind, fulfilling a need when we can.	
Discover something new. Build a better mousetrap.	
Constantly be shaking up the status quo.	
Always be innovating.	
Find common ground that we can all stand behind.	
Do things the way they should be done and we will be rewarded for it.	
Remain strong. If obstacles come, we ride it out.	
Live in the moment; don't be afraid to be spontaneous. Opportunity only knocks once.	
Develop a vision and live it out fully.	

**7. Your band has just unexpectedly received a \$1,000,000 financial gift from a private foundation to use as you please. What do you do with it? (1-12)**

First things first. Get online and start researching options for updating the equipment we've been wanting. Read every review we can find. Keep track of pros and cons in a spreadsheet.	
Give each team member an extra Christmas bonus this year as appreciation for all of their hard work.	
We value what our partners and team members think. Plan a team-building band retreat at a coastal resort. In addition to having a brainstorming session, everyone can grow stronger together as a team.	
Invest it all directly into the business. Hire additional team members and staff that can help promote our music into neighboring regions.	
Become a platinum sponsor for the Tough Mudder military-style obstacle course and encourage our fans & team members to participate.	
Start a foundation to benefit an underserved people group.	
Start a matching crowdfunding campaign to help families in need right here in the local community. After all, help starts at home.	
Finally add healthcare coverage to the contracts for all our team members.	
Create an over-the-top marketing campaign for our latest album – because we can. Push the boundaries a little bit. (Great for publicity!)	
Create a contest among the fans for the craziest idea of how to use the funds. Throw a party for the winner!	
Fund a test screening to demonstrate and prove how well our music is received by our target audience. This would be great for our before and after comparisons.	
Create and host the first annual "Music As A Career" Bootcamp for high school and college students.	